

(6 pages)

Reg. No. :

**Code No. : 20383 E Sub. Code : JACO 21/
SACO 21**

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

Second Semester

Commerce - Allied

MARKETING

(For those who joined in July 2016-2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is the player in macro marketing?

- (a) Government
- (b) Competitors
- (c) Society
- (d) All these

2. The marketing environment is influenced by

- (a) micro factor (b) macro factors
- (c) both (a) & (b) (d) none of these

3. The last stage in PLC is

- (a) Boom (b) Prosperity
- (c) Recession (d) Growth

4. Demography is a study of

- (a) Labour (b) Population
- (c) Market (d) None of these

5. What is the term used to denote the bundle of human desire?

- (a) product (b) process
- (c) promotion (d) performance

6. Profit is very low during _____ stage of PLC

- (a) depression (b) saturation
- (c) recession (d) growth

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7. Service marketing is characterised as
(a) heterogeneity (b) homogeneity
(c) tangibility (d) none of these
8. The last link in the channel of distribution is
(a) retailer (b) manufacturer's agent
(c) manufacturer (d) all these
9. The chief import of India is
(a) precious gems (b) textiles
(c) petroleum (d) none of these
10. Export Import bank was established in the year
(a) 1982 (b) 1987
(c) 1992 (d) 1997

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Define the term 'market' and 'marketing'.
Or
(b) What are the factors affecting macro environment of marketing?

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12. (a) State the rationale of market segmentation.

Or

- (b) Explain the concept of target marketing.

13. (a) Enumerate the reasons for product diversification.

Or

- (b) When is product elimination necessary?

14. (a) Narrate the limitations of Tele marketing.

Or

- (b) Examine the characteristics of consumer.

15. (a) Explain the points to be borne in mind while coping with global competition.

Or

- (b) State the concept of Export and Import marketing.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) State and explain the essence of modern marketing concept.

Or

- (b) 'Marketing is a tool of economic development'. Discuss.

17. (a) Narrate the bases and objectives of market segmentation.

Or

- (b) What are the types of product positioning?

18. (a) State the pricing strategies in brief.

Or

- (b) Enumerate the stages involved in product life cycle.

19. (a) Explain the recent trends in marketing.

Or

- (b) Describe the role of channels of distribution.

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20. (a) Examine the scope of international marketing.

Or

- (b) Outline the broad objectives of international marketing.
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